

Copy of NSS 2011 Initial Email – being sent to eligible students by Ipsos MORI

Subject: Speak up

Dear <Salutation_name>,

There's probably a lot you have to say about your course experience. Whether you feel your time as a student has been a positive experience, or felt some things could be improved, the National Student Survey (NSS) gives you a unique chance to speak up!

The NSS is an annual survey of over 400,000 students across the UK. We would like you to be part in this influential survey and make your opinions heard.

The survey only takes few minutes to complete. Click on the link below to complete the survey – your opinion matters.

[Personalised survey link]

Your feedback to the NSS is important. The results from the survey are published on unistats.com to help prospective students with their choices of what and where to study. The results are also used by Universities, Colleges and Student Unions to identify areas for improvement. By completing the survey you'll be helping future students who are thinking of applying, and contributing to improvements at your University or College.

[Prize/Incentive text & bespoke text]

Your individual responses to the survey are kept strictly confidential, and all responses are anonymised to ensure individuals cannot be identified through the results.

The NSS is conducted by Ipsos MORI, an independent research company, and commissioned by the Higher Education Funding Council for England on behalf of all the funding bodies.

Thank you in advance for contributing to the National Student Survey 2011.

Estelle Mills, Survey Manager
National Student Survey – Ipsos MORI

For more information please visit www.thestudentsurvey.com or email thestudentsurvey@ipsos.com